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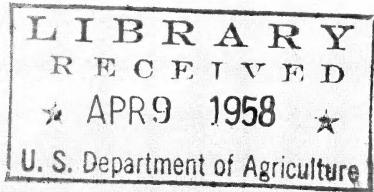
Be

Steele's®

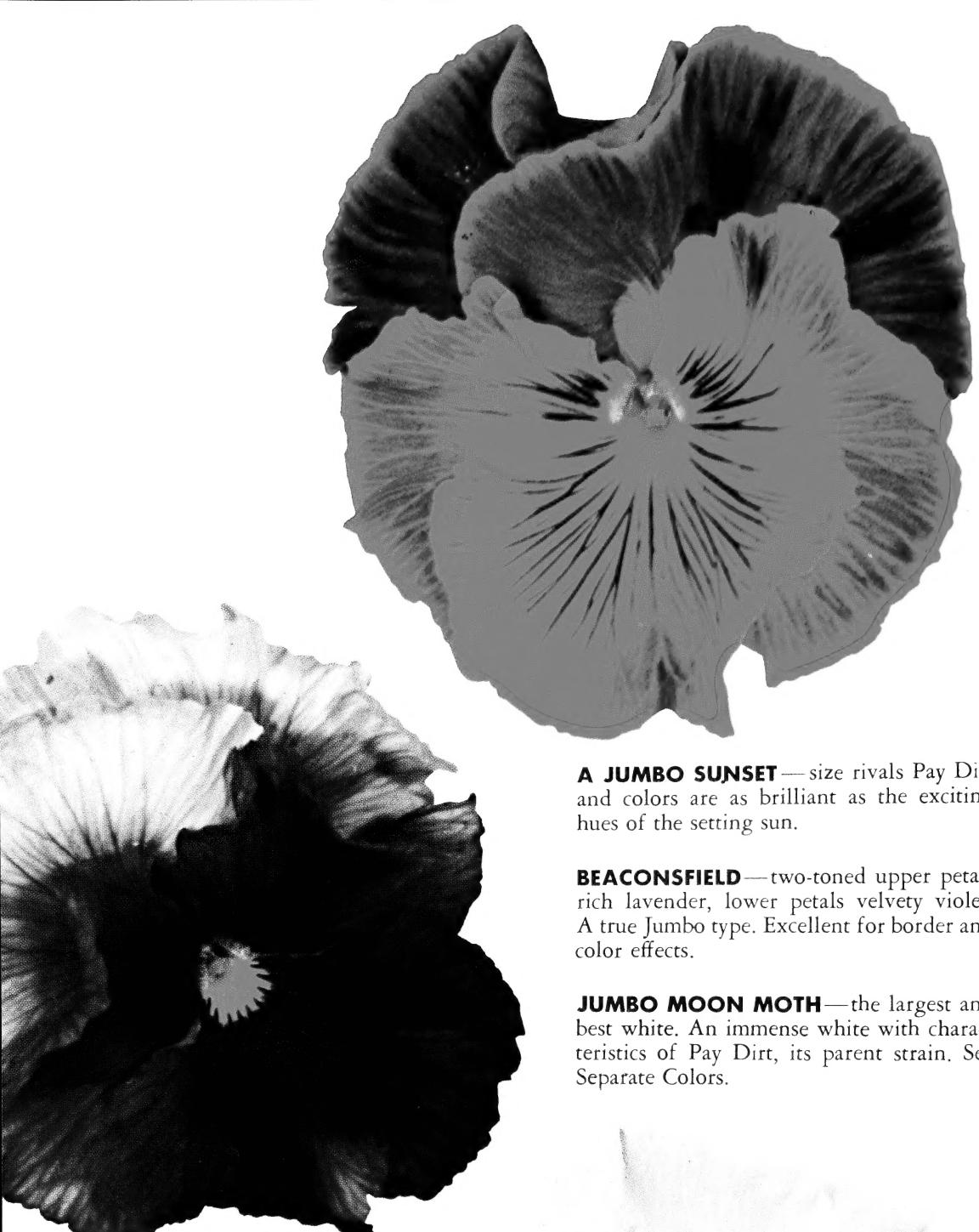
1958 GROWER'S PRICE LIST

66th year of
quality seed

Mastodon® Pansies



Mastodon is a Registered Trade Mark Name of Steele's
Pansy Gardens Inc., Portland, Oregon



COVER PICTURE: A bloom from Jumbo mixed grown by Bob's Greenhouse, Portland, Oregon, from a sowing of Steele's strain. This is one of the rare colors our customers can expect to find in this remarkable mixture.

A JUMBO SUNSET—size rivals Pay Dirt and colors are as brilliant as the exciting hues of the setting sun.

BEACONSFIELD—two-toned upper petals rich lavender, lower petals velvety violet. A true Jumbo type. Excellent for border and color effects.

JUMBO MOON MOTH—the largest and best white. An immense white with characteristics of Pay Dirt, its parent strain. See Separate Colors.

Here are ways to Get Faster Delivery

Be sure to check your order carefully and send remittance in full by money order, or check if no Florist Credit Rating. Write your name and address plainly, including zone number, as stricter postal regulations require zones for delivery of mail. No extra charge for airmail. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seed unless kept under mild refrigeration. We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed. All Steele's seed is shipped in our Originator's Pack.



CAPTAN

Recommended for dampoff control. Directions for use and application included.

1 lb. \$1.50 postpaid

effects

Lake City, Utah; others across the states of the Midwest and South and California into bloom early due to a steady succession of bloom. No other competitor can compete with Steele's seed.



ramento, California
Intendant of Parks



COLORFUL FLAT STICKERS

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$5.00 order. Be sure to ask for them.

PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture — and insures the best results from Steele's Mastodon pansy plants after they leave your hands. \$1.25 per hundred.



Pansy Sales Aids to help you earn more net profit



COMMERCIAL PANSY CULTURE, 1958 Edition

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects.

PRICE 50 CENTS

SLIDES AND POSTERS

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. No handling charge for the loan of these outstanding slides. Free on request with each order of \$2.50 or more is our beautiful FOUR-COLOR PANSY POSTER PAINTING (illustrated on back cover) by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 34th year for the STEELE PANSY POSTER—a tradition among pansy lovers all over the world.



*Commercial
Pansy Culture*
Illustration by Winifred Walker

Steele's PANSY GARDENS
PORTLAND, OREGON

Copyright 1958

NEWSPAPER MATS

Use them often and regularly. An easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$5.00 or more or 10 cents with orders under \$5.00.

RADIO COPY

An easy way to promote quick sales: Write for details on 20 second and one minute tie-ins for radio.

COVER PICTURE: A bl
Jumbo mixed grown
Greenhouse, Portland,
from a sowing of Steele's.
This is one of the rare
customers can expect to
this remarkable mixture

Send for your Sales Aids Today



Steele's® Pansies used for dramatic landscape effects

National parks, city parks, show places all over America use Steele's Pansies, unrivalled for huge size and brilliant range of colors for dramatic landscape effect. Parks and Gardens like: Capitol Grounds at Washington, D. C.; Memphis Memorial Park, Nashville, Tenn.; Los Angeles Turf Club at Santa Anita, Calif.; Glacier Park in Montana; Temple

Gardens at Salt Lake City, Utah; and many, many others across the nation. In the cold states of the Midwest Steele's pansies are winter-hardy. In the warm South and California they come into bloom early in the fall and produce a steady succession of large colorful bloom. No other strain can compete with Steele's for all-weather bloom.



William Land Park, Sacramento, California
W. G. Chorley, Superintendent of Parks

Choose from these many separate COLORS

JUMBO PAY DIRT—our origination. The largest pansy in the world for average size—golden yellow with dark ray. Outsells all others.

JUMBO MOON MOTH—the dark blue penciled markings radiating from the center intensify the effect of its purity of color. The best and largest white pansy. To spark the night.

JUMBO BRONZE TONES—a blend of many grand colors ranging from old gold, coffee, and copper tones to deep bronzes. Many smoky blue-bordered types. All excellent texture and perfect form—huge size. A true Jumbo strain, the result of many years' selection from our Jumbo fields. Connoisseur's delight.

JUMBO MADAME STEELE—a rich velvety royal purple of huge size and heavy substance. A favorite through the years.

JUMBO BEACONSFIELD—upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect. A Lordly creation.

GORGEOUS—uniform, velvety, ruby red. Compact growth. A cardinal favorite.

MLE. IRENE—copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. A Persian garden.

SEA BLUE—a large bright blue pansy with darker blotch. Finest of the deep blues. Makes an effective combination with Pay Dirt or Moon Moth. Crater Lake blue.

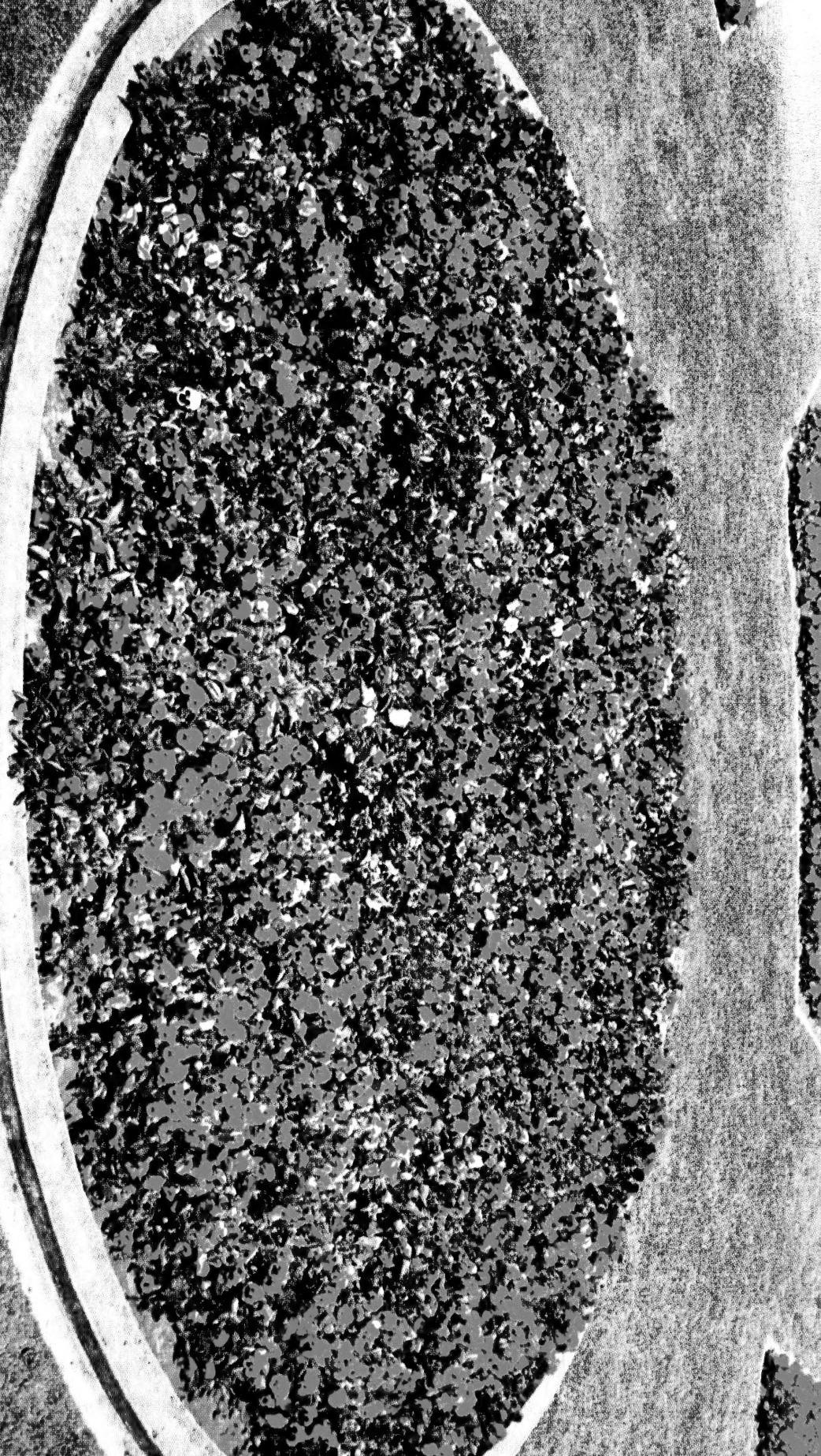
ADONIS—light blue to lavender colors. Largely a Jumbo type, the earliest flowering in our field. Much improved, larger, and more intense in color. Has a small, perky face. A fast seller. An Alice blue gown.

GOLDEN GATE—a fine golden yellow with dark blotches on lower petals. Very resistant to heat and drouth and compact in growth habit. Larger than ever—much improved. Reflection of the sun.

★ Germination directions included with each order.

A

close-up of the large, circular bed of Super Swiss mixed that is a feature of the William Land Park of Sacramento, Calif. Henry A. Decker is foreman of the nursery of the Sacramento Park Department. See preceding page for another view of the entire pansy planting in this area.



Try our superb

MIXTURES

JUMBO MIXED — Our origination — Immense blooms in well-balanced color blend with copper, brass, red, vermillion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose, and wine; and many other rare and exquisite colors. Cold resistant in severe climates, winter flowering in mild. You can make several sowings of this strain to extend your selling season. A man's favorite.

BUTTERFLY HYBRIDS — Our origination — Predominantly pastel with shades of pink, terra cotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting. A woman's delight.

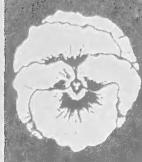
SUPER SWISS "400" MIXES — One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations; many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains. An artist's palette.

JUMBO SUNSET — this is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as the earliest of blooms. A sensation for all.



Germination directions included with each order.

Steele's Pansy Gardens Inc.



DO NOT WRITE IN THIS SPACE

P.O. Box 4555
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.

PRICE LIST

Mastodon Pansies

ORDER TODAY

Name _____

Address _____

City _____ Zone _____ State _____

**ORDER
INSTRUCTIONS**

1.00 To order circle variety and quantity in appropriate square. Carry amount to right hand column and total at bottom.

Enclosed find my remittance in the amount of \$ _____

Check Money Order

Florist Credit Rating

Check here if to be shipped
Airmail. Sorry, no C.O.D.

This flap is gummed, ready to seal.
NO ENVELOPE NECESSARY
Just Fold and Seal • No Stamp Needed

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.	Total
Jumbo Mixed		\$1.00		\$1.90	\$3.40	\$6.10	\$10.35	\$16.55	\$29.80	\$42.20	\$53.00	\$103.50	\$199.50	
Butterfly Hybrids			\$1.00	1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	88.25	170.00	
Super Swiss Mixed			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	43.35	84.70	163.30	
Jumbo Sunset	\$1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00			
Jumbo Pay Dirt	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00			
Jumbo Bronze Tones	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00			
Jumbo Moon Moth (White)	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00			
Jumbo Madame Steele			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00			
Jumbo Beaconsfield			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00			
"Gorgeous"			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00			
Mlle. Irene			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00			
Sea Blue			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00			
Adonis			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00			
Golden Gate			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00			

Steele's

PANSY SEED

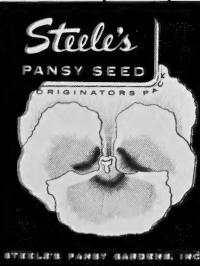
ORIGINATORS PACK

Cost of Sales Aids

TOTAL

Look for the Originators Pack

Steele's Mastodon Jumbo Pansy Seed is shipped only in Originators Pack. Remember, pansy seed is not genuine unless received in the ORIGINATORS PACK. This is for your protection and convenience.



Sales Aids

Before you tear out and seal this self-addressed, postage-paid envelope decide which of the many sales aids you are going to need. Make out the list and enclose with this order.

FOLD HERE



Many Gardens
Steele's



BUSINESS REPLY ENVELOPE
PORTLAND, OREGON
FIRST CLASS PERMIT NO. 149

Gardens Inc.

**Steele's®
Pansy**

P.O. Box 4555
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.

FOLD HERE

FOLD HERE

Get faster delivery

Check order carefully. Be sure to write name and address clearly. Indicate whether order is to be sent airmail. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time.



SUNSET—1956 introduction. It is huge in size—a real Jumbo. Characteristics are: early and prolific bloomer, brilliant—heavy in substances and heat resistant.

Never before in our sixty-five years

of growing and selling pansy seed have we been so proud to send you our annual catalog of Mastodon Pansy Seed. Regardless of increased expenses caused by an extremely long, slow harvest and higher cost of every material we require, our grower prices remain the same.

Through these sixty-five years we have become convinced that quality pansy seed is produced not in vast quantity production but in continuous labor in a limited field and in limited quantity. Our program of selection, hybridization, cross-breeding and experimentation has resulted in a line of pansies that are without equal in size, form, texture and range of color. No other pansies can compare with Steele's for quality and beauty. No other strain has attained the distinction that is "STEELE'S".[®]

Donald M. Steele



Here for the first time is an actual full-color reproduction (about half size) of our Pansy Poster Painting by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This is the 34th year for Steele's Pansy Poster — a tradition among pansy lovers all over the world. If you do not have a copy we know you will enjoy it as much as hundreds of other pansy growers. For details on how to obtain your copy see the half page on Sales Aids.

Steele's®
Pansy Gardens Inc.

P. O. Box 4555

2715 S. E. 39th Ave., Portland 2, Oregon, U.S.A.